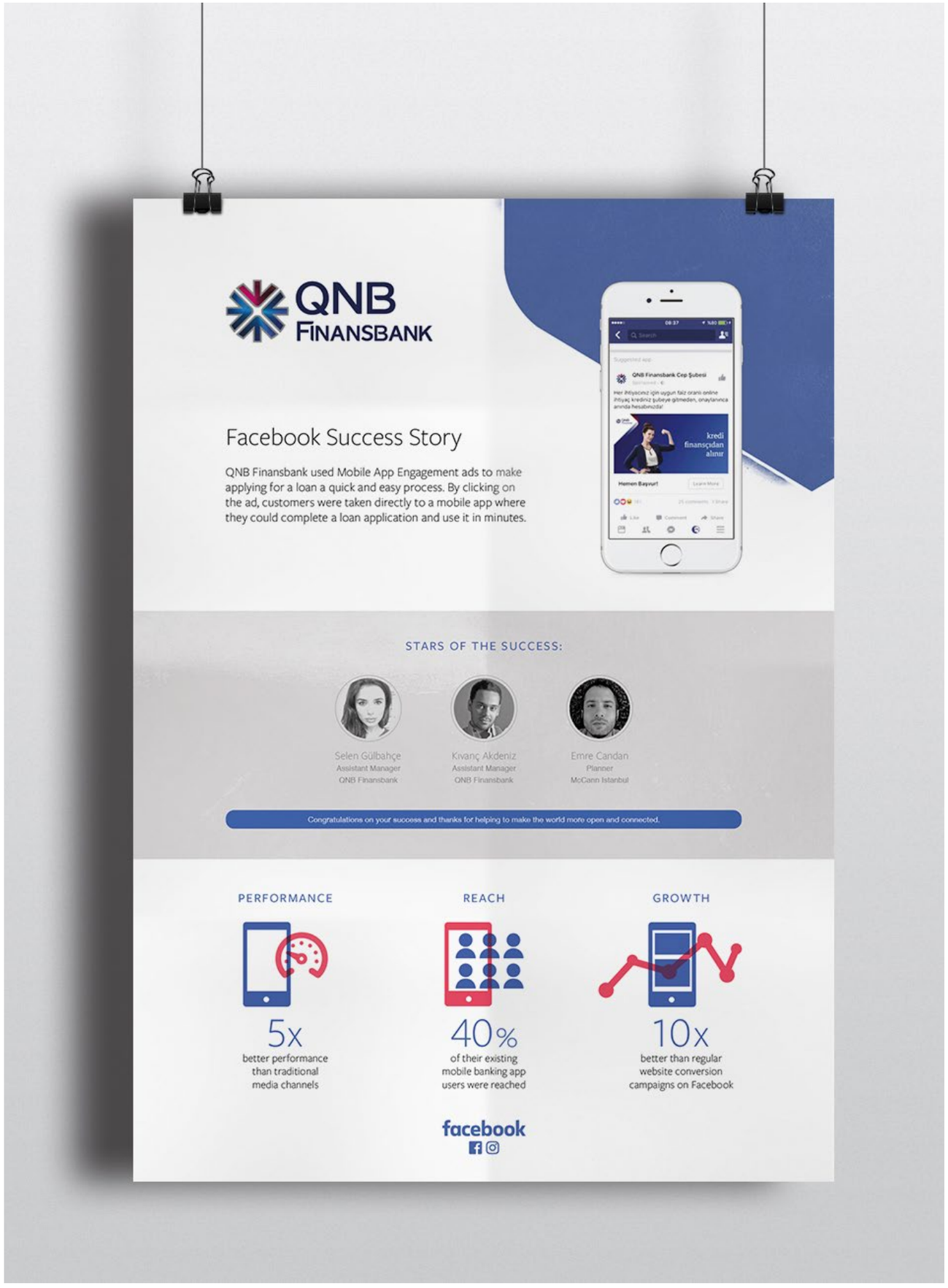
magnetic:

LONDON | ISTANBUL

Magnetic | 2017-2018 Facebook projects

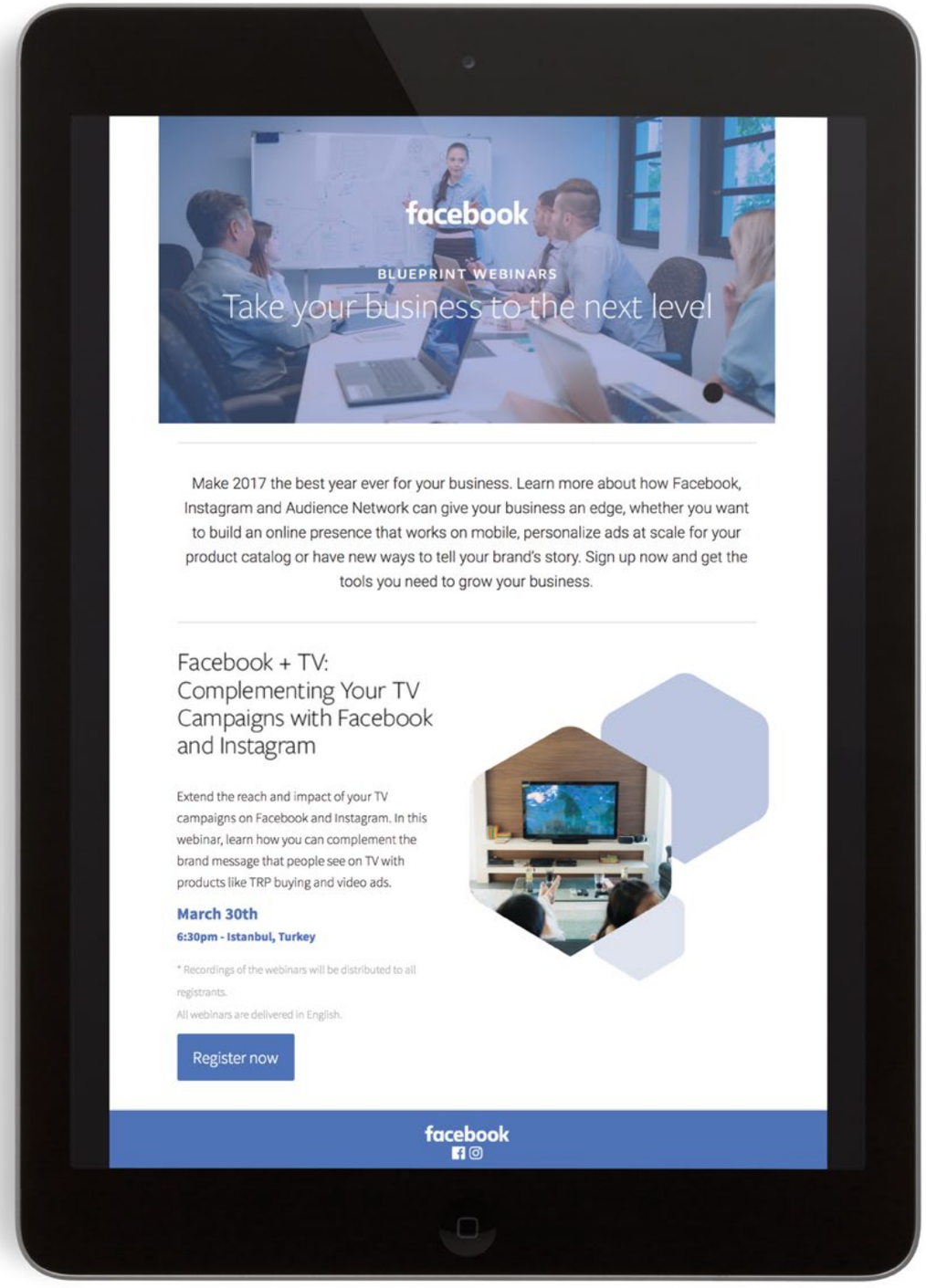


Case Study Posters

Magnetic produced posters that would be gifted to brands who achieved high success rates from advertising on Facebook. By strategically arranging elements and artistically designing infographics, we were able to neatly display the results of the campaign whilst also endorsing the client and agencies that helped make the results possible.

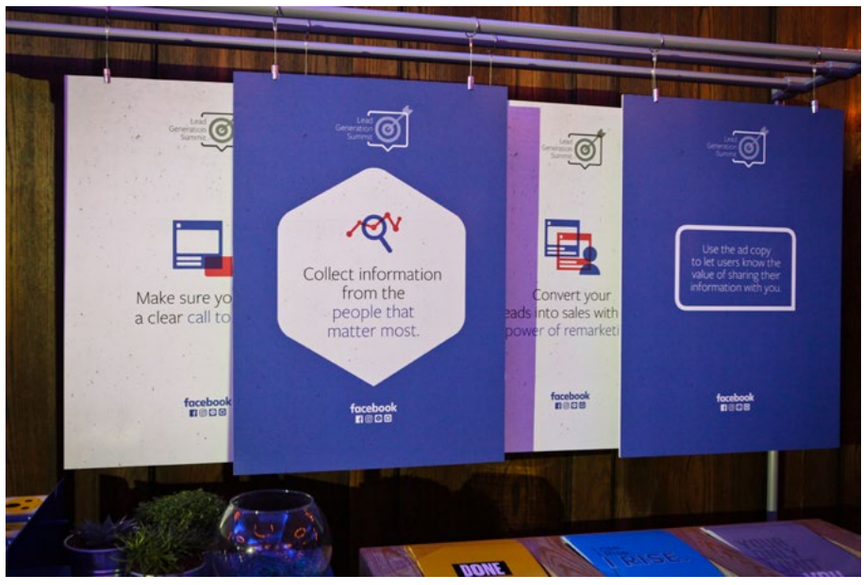
2017 Calendar

Magnetic adapted the UK version of the calendar to be suitable for internal use in the Turkish office. This included adapting visuals to match Turkish public holidays and translating the text.



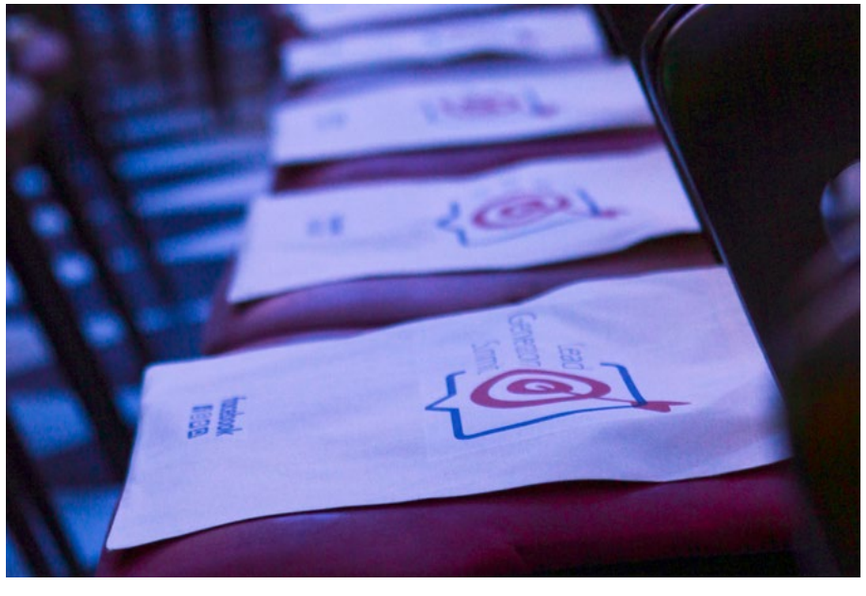
Mailings

Magnetic created a series of HTML mailings to send reminder emails to Turkish clients about upcoming webinars.



Lead Generation Summit

For the creative elements of this event, Magnetic focused on the poster culture of Facebook and displayed key messages through a number of key visuals that were hung around the venue. Inspirational posters were also designed as take-home gifts for attendees.



Lead
Generation
Summit
facebook

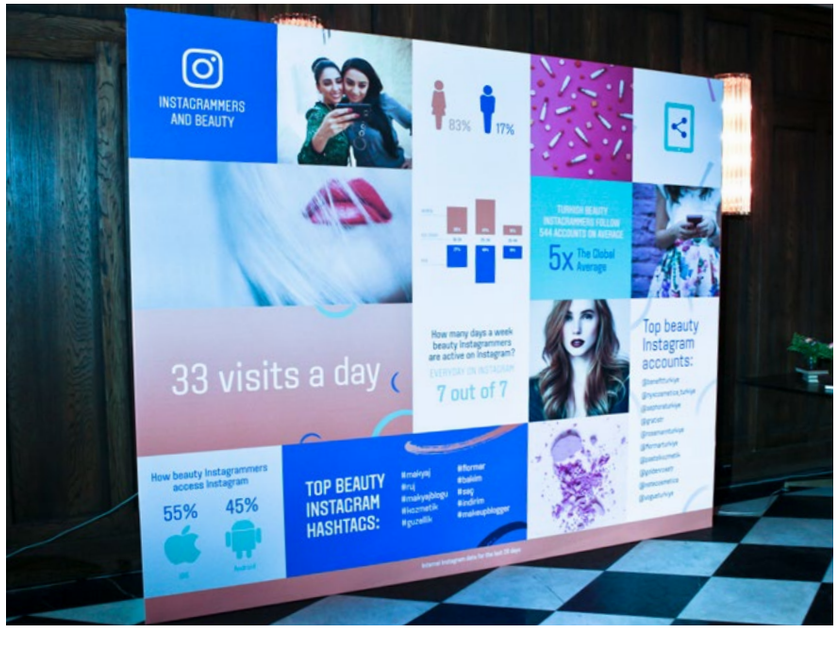
Make sure you have
a clear call to action
facebook

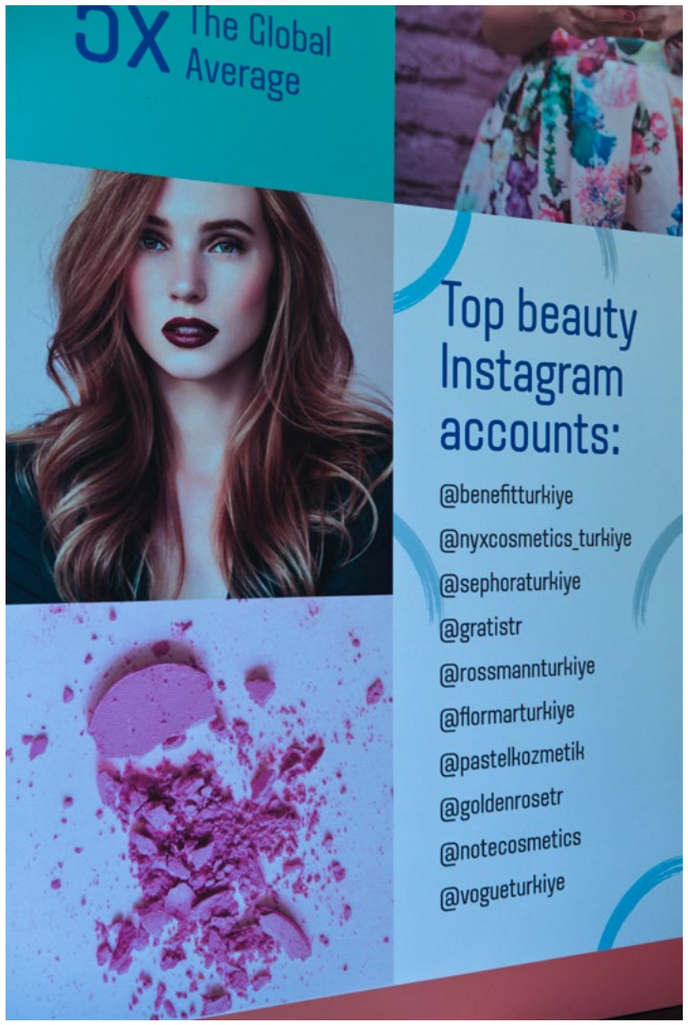
Neil Hiltz
Global Financial Services Strategy
facebook

DONE
IS BETTER
THAN

Beauty Summit

For Facebook’s Beauty Summit, Magnetic developed a campaign identity that appealed to those within the beauty and cosmetic sector, by using feminine typography and colours.




5X The Global Average
Top beauty Instagram accounts:
@benefitturkiye
@nyxcosmetics_turkiye
@sephoraturkiye
@gratistr
@rossmannturkiye
@flormarturkiye
@pastelkozmetik
@goldenrosetr
@notecosmetics
@vogueturkiye

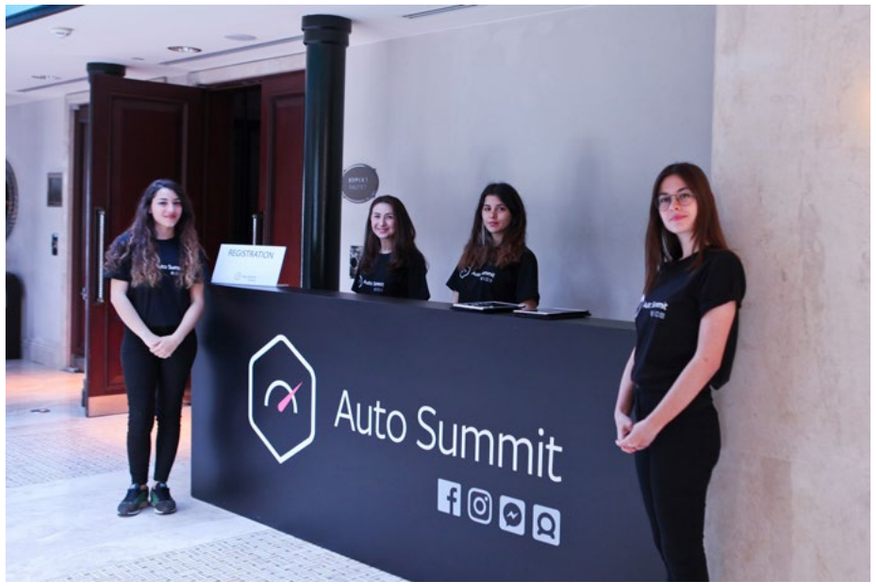
Beauty

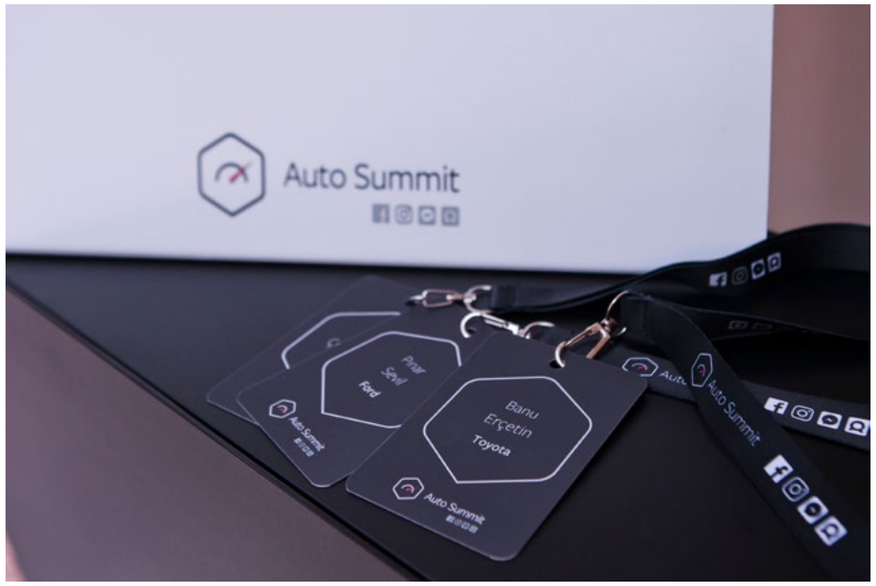
Beauty
facebook
Instagram

Beauty
summit

Mobile is
ART
Let's Talk beauty

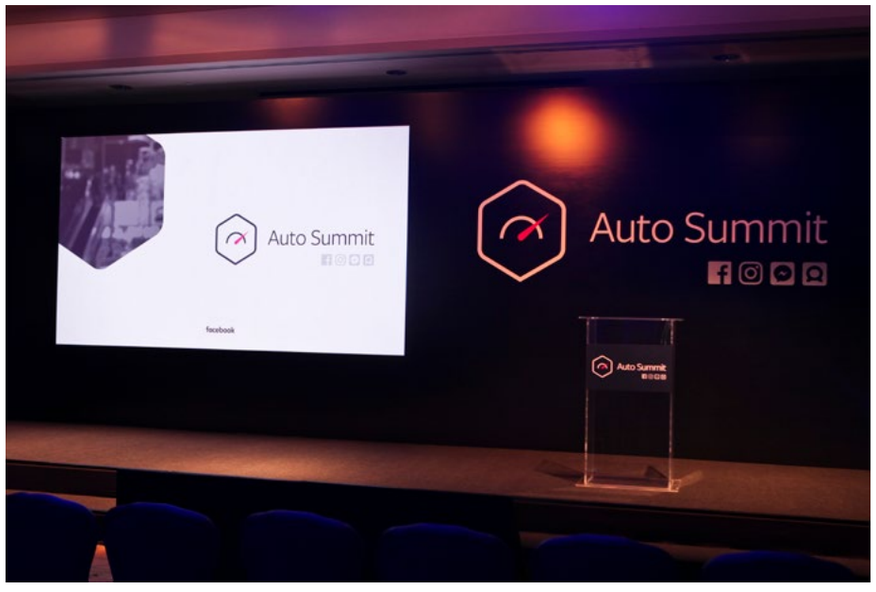
Let's Talk beauty
Aslıhan Ulutaş
Merve Özkaynak
Beauty





Auto Summit

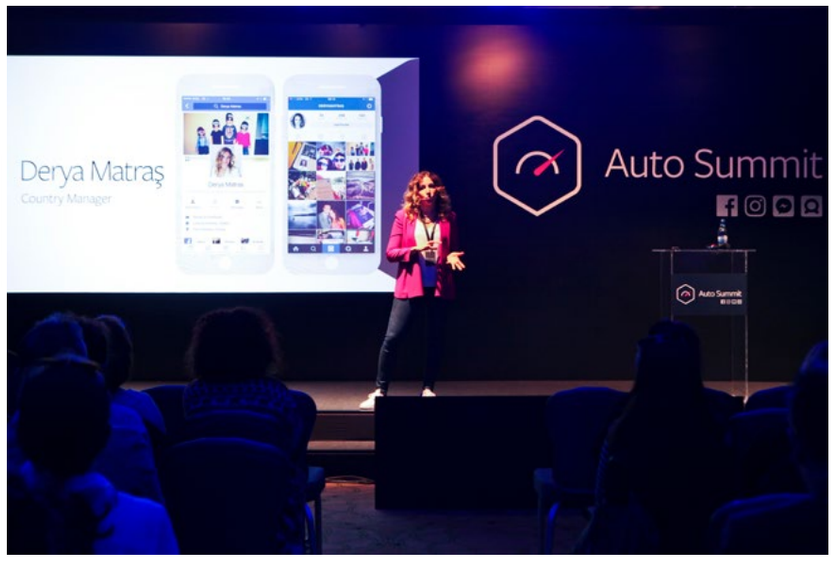
Magnetic helped develop the event collateral for Facebook's Auto Summit by creating design elements that targeted those within the automotive vertical. A key feature being an Instagram infographic board.



Auto Summit

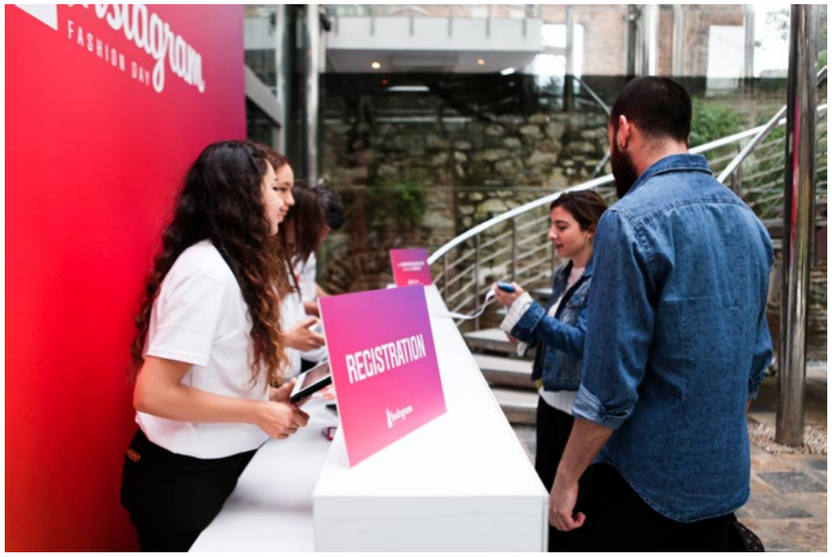
Auto Summit

Automotive Instagrammers in Turkey
12%
88%
Automotive Instagrammers
Average number of sessions per day automotive instagrammers use Instagram:
20x
42%
58%


Derya Matraş
Country Manager
Auto Summit

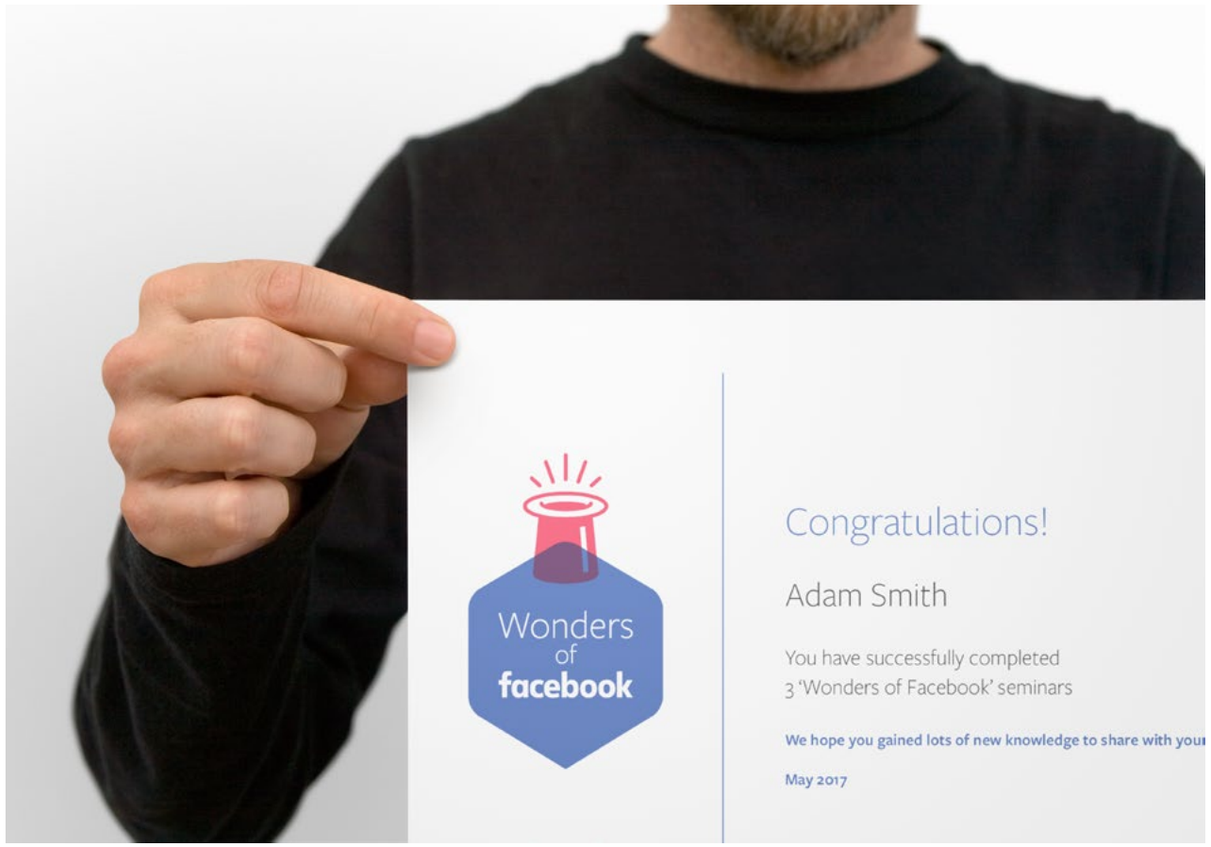
Instagram Fashion Day

This event aimed to showcase the benefits of using Instagram to influence consumer behaviour in the fashion industry. Magnetic developed a range of creative material targeting fashion brands and bloggers.


REGISTRATION

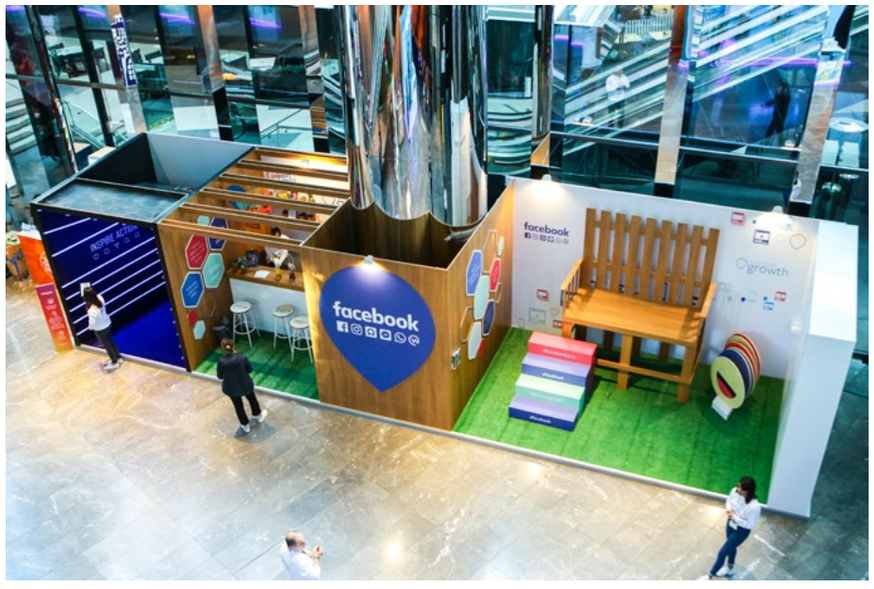
KEYS
TO
SUCCESS
Drive awareness or action using ads among a highly engaged mobile audience.

Instagram



Wonders of Facebook

Facebook hosted a series of events giving hints and tips on Facebook advertising to creative agencies. Magnetic designed the invitations with a loyalty card feature that allowed attendees to collect stamps at each event. Depending on the number of stamps achieved, attendees were able to redeem a particular gift.



Brand Week

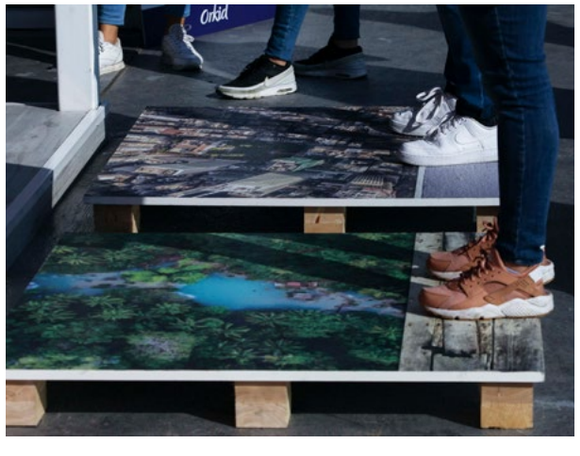
A large-scale event, Brand Week brings together Turkey's marketing and communication industry together with the world's most creative names, concepts, and projects. Magnetic created all the graphics for Facebook's stand, which had 3 sections: Facebook Discover Growth, Facebook's Juice Bar, and Instagram's Activation Cube; each with distinct design requirements.

Our focus was spread across all the print collateral including the agenda, menus, invitations leaflets and 'Hack for Good' certificates and questionnaires.

Kristal Elma

Kristal Elma is a festival of creativity, sporting a prestigious awards ceremony for advertisement and creative agencies. Our task was to design captivating, lively and engaging visuals for Instagram's stand at the event.

Aiming to drive brand-activation for Instagram, Magnetic designed the exterior of the Instagram Coloured Cube, as well as two FootSelfie zones, and a Boomerang swing zone. Each activation was a big draw among the crowds at the festival.



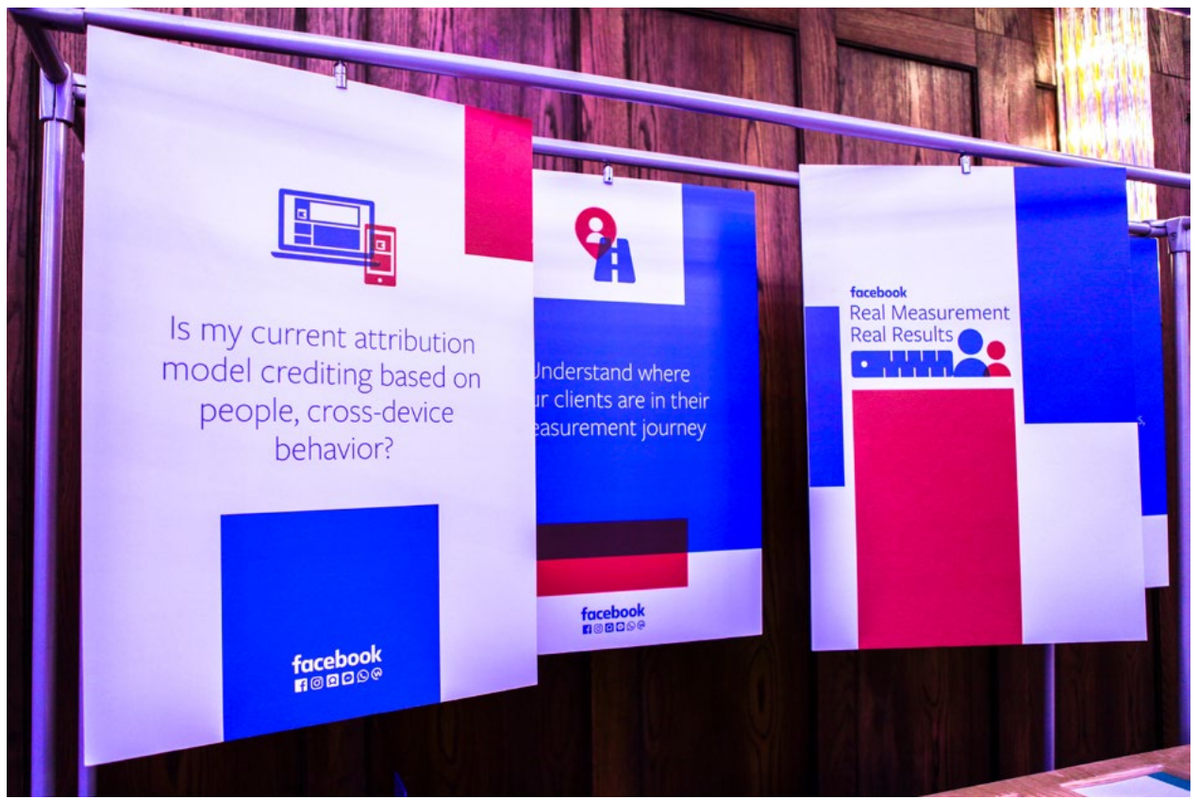
Real Measurement Real Results

Produced specifically for results driven marketeers, ‘Real Measurements Real Results’ was an opportunity to learn about Facebook’s present and future vision of measurement across the Facebook family of Apps and Services. All the visuals & messaging crafted by Magnetic were geared towards communicating the value of a results driven approach to marketing. That includes stage design, posters, and all related event collateral.

Real Measurement
Real Results

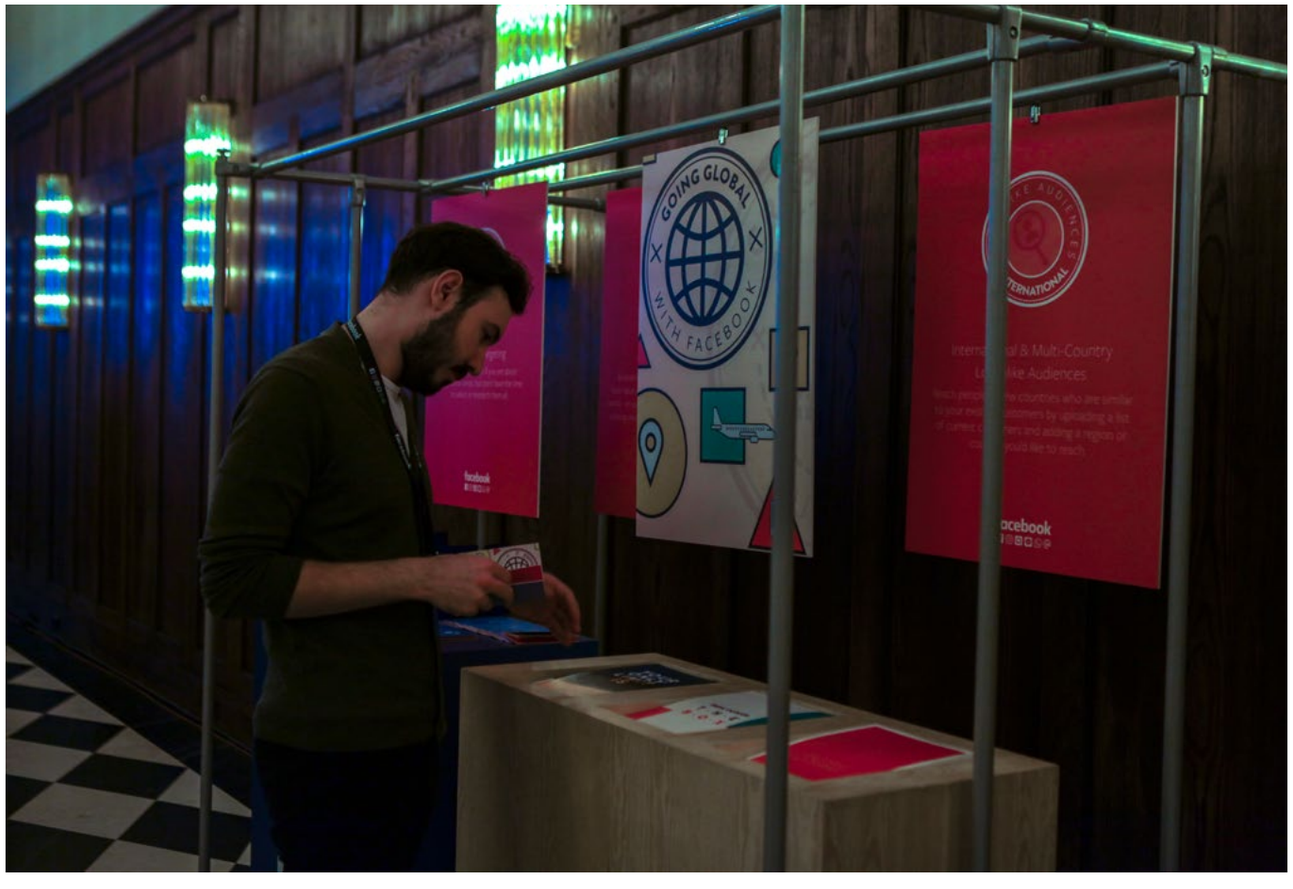
facebook
facebook
facebook
facebook
facebook

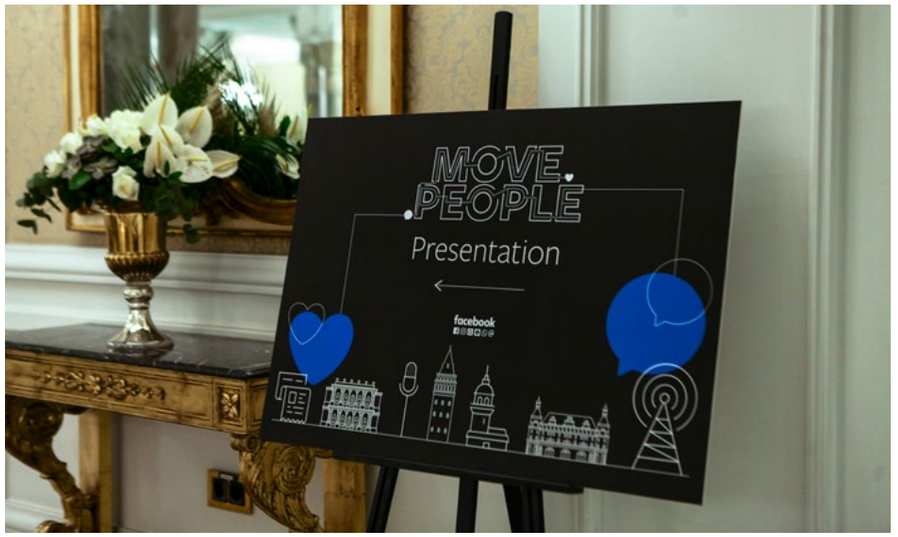
facebook
facebook
Real Measurement
Real Results


Is my current attribution model crediting based on people, cross-device behavior?
facebook
facebook
Real Measurement
Real Results

Cross Border

The Cross Border event was produced for marketers across a wide range of industries and brands, aiming to share insights and best practice for businesses to scale globally, and achieving that through partnership with Facebook. Having designed the agenda and other event collateral, Magnetic worked closely with the event team to ensure the key messages were communicated throughout all visuals.





Move People

Having a sizable gathering of C-Level executives from media & entertainment industries, the Move People event was all about exploring partner opportunities and diving deep into the media world.

As with any Magnetic supported event, the entire visual identity was either originally crafted, or as with the logotype, adapted using Istanbul related icons. Each design was produced with careful attention to detail, with special focus on engaging the audience in attendance through brand-activated designs and concepts.

Food for Thought

Food for Thought was an event dedicated to marketeers throughout the food industry, providing important insights into branding, trends, and best practices. The aim was to present different ways to position and communicate food brands on the Facebook and Instagram platforms. Magnetic proposed a 'pinwall' for the event, which received a lot of attention with large queues forming to take a picture and grab a pin.

Magnetic worked closely with the Facebook team to get all the key visuals and brand assets right. Resulting in a mouth-watering half-day event.

The New Storefront

The New Storefront was attended by marketers across the retail industry. The theme was centered around mobile, and its role across the entire purchase cycle; both online and offline.

Magnetic produced the event identity, all the key visuals, brand assets, and Facebook presentation templates.

Creativity Redefined

As well as creating the event concept & identity, Magnetic also designed all they key visuals for Creativity Redefined. The event was geared with creative agencies in mind; an unveil of new Facebook tools that work to support agencies and their client campaigns. Our creative touch was dotted across the entire space, including all the event collateral and give-away goodies.

Facebook posts

Facebook Business Turkey is a closed Facebook Group made up of exclusive marketeers throughout Turkish markets.
At the beginning of 2018 we decided to drive more engagement with this group. Magnetic put together a posts calendar and was responsible for designing all the post visuals and header images, as well as the copy for each post.

Having received regular posts related to relevant news, product updates and motivational quotes, the group feedback has been exceptional.

Facebook Canvas/Carousel ads

Magnetic creates and designs Facebook Ads, usually in Canvas or Carousel format. We've produced Carousel Ads for 'Safe Internet Day', and related campaigns around removing unknown people from friends lists. Magnetic also created Canvas Ads to promote a successful Turkish case study, 'BluTV', targeted at Turkish marketeers.

9 VIEWS on VIDEO
- It's a Great Day To Video Campaign

Magnetic was tasked with designing and producing a marketing campaign titled "9 Views on Video" as part of the 'It's a Great Day To Video' campaign. This project included a 24-page printed booklet answering the top 9 questions most marketeers have about video ads, as well as other versions of the booklet produced and designed in card-deck format.

In addition to the booklet, Magnetic provided a turn-key campaign launch kit that included posters, leaflets, and giveaways that can all be easily adapted to other languages for global distribution.

Translation / Local Adaptation of Campaigns

Global campaigns are designed to reach as wide an audience as possible. Although that often means some geographies are left out entirely, as one size, or one language, does not fit all. Magnetic translate and adapt global campaigns to be as persuasive as possible for Turkish culture and language.

Magnetic has adapted and optimised campaigns for Christmas, Facebook Discover Growth, BluePrint, and Instagram's Inspire Action.

Thank you!

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